

## COMPARING HUNGARIAN AND TUNISIAN GUEST PREFERENCES FOR SUSTAINABLE HOTEL ATTRIBUTES

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**Abstract:** The aim of the study is to identify the sustainability attributes of hotels preferred by guests and to compare the preferences of Hungarian and Tunisian hotel guests highlighting the similarities and differences. We used Q method to show which of the hotels' sustainability practices and attributes identified in the literature are the ones that are preferred by the guests. There were two samples: 15 Hungarian and 15 Tunisian guests. Three group of opinions were formed in both cases. The essential attributes are those that have emerged as a common point in both countries' opinion groups. The elements related to the social sustainability pillar play just a small important role among sustainability practices. It is important for a sustainable hotel not only to be environmentally responsible, but also to be holistically sustainable, so it is worth incorporating social considerations, if not as an essential element. For sustainable thinking hotels, it is worth addressing the issue of sustainability and responsibility at a strategic level.

**Key words:** sustainability, CSR, hotel, Q-methodology, Generation Z, Tunisia, Hungary

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### INTRODUCTION

Tourism has an intense impact on both the environment and society, and therefore plays an important role in shaping it (Benkő et al., 2022; Kaszás and Keller, 2022). Following sustainability guidelines gives tourism the opportunity to preserve the environment, increase social awareness and economic growth. Tourism, as one of the world's largest industries, is the engine of the economy for many countries, especially in Tunisia and Hungary, so it is particularly important how a given country shapes its impact. (Chaabane et al., 2019). Several previous studies have dealt with the comparison of Tunisia and Hungary from a tourism point of view, but in this study we examine the attitudes of the two countries specifically from the point of view of sustainability aspects (Mollet and Neffati, 2004).

Hotel guests are the primary stakeholders in hotels. Their decision greatly influences the achievement of hotel goals. They play a primary role in the success of hotels as they generate hotel revenue. Today, there is a growing tendency for consumers to buy from a company and consume products that are less harmful to the natural environment and society. This consumer segment is generally more sophisticated and, to varying degrees, is preoccupied with sustainability issues such as recycling or the purchase of local and / or organic food. This trend is becoming more pronounced in both tourism and the hotel industry, as hotel guests are increasingly looking for sustainable solutions (Yi et al., 2018) when traveling and hotels need to adapt to these expectations by implementing sustainability initiatives.

Williams et al. (2019) pointed out that CSR is a corporate approach that leads to sustainable development by providing environmental, social, and economic benefits to all concerned, meaning the words CSR and sustainability are used interchangeably in this article. Huda et al. (2018) wrote that a CSR strategy encourages a company to make a positive impact on the environment and its stakeholders, including communities, investors, employees, and consumers. A sustainable hotel approach thus involves sharing and recognizing guests' expectations for social responsibility and increasing the demand for environmentally friendly products and services. Applying sustainable hotel practices can also play an important role in improving the guest experience. Therefore, it is the responsibility of hotels to meet the sustainable needs of today's modern travelers, including retaining comfort, reducing water and energy consumption, or even rethinking the use of sustainable products. De Grosbois (2015) writes that there are key elements in the strategy of international tourism businesses that contribute to the well-being of local society, decent working conditions, and environmental protection. Examining consumer perceptions of CSR activities and how these opinions affect consumers' future intentions and views can help hotels understand the importance of introducing and strengthening CSR practices.

The topic of incorporating guest expectations into hotel environmental strategies is under-researched in the literature (Pakdil and Kurtukmusoglu, 2017), and there are even fewer resources for their overall sustainability practices. The present

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research contributes to the expansion of the literature in this field, but at the same time provides practical advice to hotels on which CSR elements and values to focus on when developing their CSR practices.

Based on the perception of the sustainability challenges of the hotel industry and the results of previous studies on the attitudes of current consumers, the aim of the present research is to compare the behavior, perceptions, and consumption preferences of Hungarian and Tunisian hotel guests about sustainable hotel attributes. Grouping tourists with similar attitudes towards sustainable hotels and analyzing their characteristics can help identify CSR value preferences for each group, which can encourage hotels to develop CSR policies that can further strengthen tourists' commitment to sustainable tourism and their choice of accommodation. The aim of the article is to group the opinions of the surveyed tourists using the Q-methodology, in which framework we identify the tourist attitudes and categorize the different and common opinions. Opinions are also presented along each CSR category. We present the main characteristics of each group, the differences between the groups, and make suggestions for more sustainable hotel practices that follow guests' value preferences. This research, by identifying preferences, provides a new perspective on sustainable hotel practices for academia and hotel professionals in both countries.

After reviewing the literature, we present the research methodology, including the elaboration of the statements and the sampling framework, and then draw the most important conclusions using the empirical results.

### **Theoretical background**

The hotel sector plays a significant role in society, especially in local communities. With tourism accounting for eight per cent of CO<sub>2</sub> emissions (Lenzen et al., 2018) and hotels responsible for nine per cent of energy consumption (IEA, 2018), its environmental impact is very high. Thus, the analysis and decisions of CSR practices in the sector can have a strong impact on a wide range of stakeholders, such as government agencies, local communities, but especially hotel guests. The perceived value of CSR varies depending on which stakeholder evaluates the actions (Campbell, 2007; Jones et al., 2017). In this sense, consumers are one of the most important stakeholders for the company (Jones et al., 2017). What matters to the hotel industry is how guests relate to CSR activities and the extent to which these corporate CSR approaches influence the future behavior of guests. Understanding these can help them implement appropriate CSR policies and practices. Tailoring CSR activities to guest expectations can contribute to increasing the competitiveness of hotels and can have an impact on society if stakeholders support these activities and value the behavior of these companies.

As environmental topic has become a central issue for policy makers and companies, understanding people's environmental values, behaviors, and intentions has also become increasingly important (Barber, 2010; Bazoche et al., 2008; Ottman, 2011). Previous research has shown that most responses to green practices are positive, but perceptions and acceptance of green hotel strategies differ. Sustainable practice is a key factor in guests' hotel choices. In contrast, we can also see an example that although guests are environmentally conscious, they do not necessarily care about the hotel's environmental practices when choosing accommodation (Kasim, 2004a).

According to Manaktola and Jauhari (2007), when choosing hotels, tourists do not consider green practices as important as other features of the hotel, such as price, location, or cleanliness. At the same time, Robinot and Giannelloni (2010) ensured that hotel guests have a certain environmental feature that they already consider to be 'essential' as part of the service offering. Therefore, they will take it negatively if green hotels do not implement those practices. Robinot and Giannelloni (2010) noted that the non-routine replacement of bed linen and towels is already considered a basic service, but the use of renewable energy sources is seen as an additional positive service element.

Watkins (1994) primarily identified eco-friendly attributes, of which guests highlighted: selective waste collection, energy-saving lighting, recycled paper, change of bedding on request, and turning off lights in unused rooms. According to Kasim (2004b), most tourists prefer unsustainable solutions such as changing towels and separate soaps over environmentally friendly alternatives, but water-saving features, selective waste collection, fire and energy saving solutions and information on local ecotourism attractions, are also considered important sustainable practices. In the research of Millar and Baloglu (2008), the green hotels' practices preferred by guests were the following: energy-saving light bulb, low-water-consuming toilets and faucets, infrequent linen change, selective waste collection, occupancy sensors and card keys. The analysis of Lee et al. (2011) showed that healthy rooms, eco-friendly practices, and reduced spending are positively related to guests' return intentions, while healthy rooms, reduced spending, organic food, and environmental protection have a positive and significant impact on the hotel's reputation, which underpins the additional benefits that the existence of these attributes can bring to hotels that introduce sustainability practices into their day-to-day operations.

In Han and Chan's research (2013) energy saving, and the use of environmentally friendly products are the two most important attributes. Han et al. (2019) also argued that water and energy saving measures are attributes that increase guests' loyalty to green hotels. According to Verma and Chandra (2016), among the green features of the hotels, energy-saving light bulbs, selective waste collection and green certification were preferred, while refillable shampoo dispensers and on-demand sheet change and towel reuse programs are less important to guests. Trang et al. (2019) identified five dimensions based on the green hotel attributes that guests may encounter: consumer benefits, recycling policy, energy management, water conservation, and green features. The positive attitude of the guests was most evident in the elements related to the benefits to the guests that have a positive impact on their well-being and health, such as vegan food or eco-friendly products. Tools and solutions related to energy efficiency were also considered important. In the case of green features, the green environment, green architectural solutions and organic gardens appear as essential green hotel elements.

There is a contradiction in the literature as to whether guests value their involvement in sustainability initiatives positively or negatively. Manaktola and Jauhari (2007) found that the guests wanted to take part in the green developments

but did not sacrifice the comfort of their stay there. 40% of respondents agreed that hotels should cover 50-100% of the costs of implementing a green practice vis-à-vis guests. Furthermore, even though many respondents were willing to save on water, they did not accept the low water pressure shower head in the bathrooms because they did not feel that they were directly responsible for the cost of the water (Ogbeide, 2012). In the case of luxury hotels, Meadin (2018) found that guests and residents alike appreciate the hotel's involvement of its partners, the media, and guests in its environmental initiatives. According to Baker et al. (2014) the importance of environmental friendliness (or, conversely, the resulting inconvenience) strongly determines the intention to book a green hotel room, while corporate responsibility issues have less or no effect on what is one of the pillars of sustainability. Guests are mostly concerned with the environmental pillar. Mensah (2004) found that 90% of hotel guests would prefer to stay in a hotel that has a green management policy. In addition, Kimpton Hotels reports that 16% of their guests choose them because of their environmentally friendly practices (Butler, 2008). Shereni et al. (2022) highlighted that sustainable attributes which does not need high investment are more common in hotels.

In Table 1, based on the literature, we collected the hotel sustainability attributes identified in previous research as guest-preferred items. Most of the elements are related to the environmental pillar, as previous research has primarily asked guests about environmental sustainability practices. There are some attributes like guest well-being and relationship with locals that go beyond the environmental pillar and take social sustainability into account. Green policy as an attribute is typically linked to environmental sustainability initiatives, but in many cases, it includes full sustainability.

Table 1. Sustainable hotel attributes preferred by guests (Source: own edition)

Attributes	Research in which the given attribute is preferred by guests
Water saving	Kasim (2004b); Millar and Baloglu (2008); Ogbeide (2012); Grosbois (2012); Han et al. (2019);
Energy saving	Watkins (1994); Kasim (2004b); Millar and Baloglu (2008); Robinot and Giannelloni (2010); De Grosbois (2012); Han and Chan (2013); Verma and Chandra (2016); Trang et al. (2019)
Selective waste collection	Watkins (1994); Kasim (2004b); Millar and Baloglu (2008); Verma and Chandra (2016)
Recycling	Watkins (1994)
No bed linen change everyday	Watkins (1994); Millar and Baloglu (2008); Robinot and Giannelloni (2010)
Environmentally friendly products	Lee et al. (2011); Han and Chan (2013); Trang et al. (2019)
Green environment	Trang et al. (2019)
Guests' well-being and health	Lee et al. (2011); Trang et al. (2019)
Local tourist attractions	Kasim (2004b)
Local employment, local companies, local food	Shereni et al. (2022)
Green policy	Mensah (2004); Butler (2008); Lee et al. (2011); Verma and Chandra (2016)

## METHODOLOGY

Based on the literature, we have identified several research gaps:

- the incorporation of guest opinions and preferences into the development of hotel sustainability practices is a sub-research topic in the literature;
- guests' opinions are typically researched in a quantitative way;
- guest reviews show which items are expected more, but not all items are prioritized;
- typically, guests are asked about the elements of one key pillar of sustainability, the environmental one, and an examination of overall sustainability practices appear little in the literature,
- comparing two countries' guests, especially Hungarians and Tunisians is rare in the academic field.

In the present research, to fill these gaps, we want to explore the elements of the overall sustainability attributes of hotels and compare the Hungarian and Tunisian guest opinions. With Q methodology, we can identify the order of preferences of the guests and, therefore, determine how to incorporate and implement those practices.

Our main research questions are:

What are the sustainability attributes of hotels preferred by guests?

What are the similarities and differences between Hungarian and Tunisian hotel guests' preferences for sustainable hotel attributes?

By identifying the sustainability attributes of hotels preferred by guests, the aim of our research is to formulate recommendations for hotels on which sustainability practices to implement and to place greater emphasis on to meet the latter expectations. Q methodology was used to study subjective perspectives. This method is worth using when you want to characterize how different groups of people think systematically about a particular issue. It can be used to explore perspectives on any topic where there are subjective disagreements, as the method is particularly useful for studying controversial topics. The Q method does not seek to link perspectives with objective and external variables such as age, job, or income, but to understand the subject's own internal preference framework (Cairns, 2012).

Qu et al. (2015) used the Q methodology to classify Chinese consumers with similar characteristics into three groups based on their values and attitudes toward sustainable consumption. The sustainable group has strong environmental values. Indeed, its environment is important to it, and it understands the essence and functions of sustainable consumption. The second group, potential sustainable consumers, is already open to sustainable consumption, but they need more incentives to achieve it. The third group is unsustainable consumers, who need more information and education to achieve a change in consumer behavior towards sustainability. The Q method is mostly used for samples of 15 to 50 participants in size (Danielson et al., 2012; Cairns, 2012). Participants in the Q study are targeted (i.e., not randomly

selected) according to their interests. For example, they could be policy makers, professionals in a particular field, or people living in a particular field or affected by a particular problem. Respondents should be selected in such a way that they can represent the views of those interested in each topic, rather than representing the entire population.

The first step in the Q-method is to develop a “concourse”, the essence of which is to identify any statements related to the topic under study, in our case the sustainability issues of hotels (Stephenson, 1993; Stergiou and Airey, 2011). We formulated most of the statements for sustainability attributes of the hotels identified in the literature as shown in Table 1. However, as environmental sustainability elements typically appeared in the literature, we supplemented the statements with additional topics. Based on previous research (Ásványi et al., 2020), we formulated the statements along eight CSR categories, which already included the statements for the elements in Table 1. A total of 50 statements related to hotel sustainability were included in the original Q sample, which was pre-tested with 5 university students. By identifying the order of preferences, they gave and the topics proposed for review, we made the statements clearer and more concise so that the relevant topics remained, but at the same time became more understandable to the respondents, leaving 35 statements in the Q sample. Of the eight CSR categories, the first was related to the general responsibility of the hotel (4 statements). Three categories are related to environmental aspects (statement 14 + 5 + 3) and the other four are related to the social pillar (statement 2 + 1 + 4 + 2). These categories helped in the assessment along the emerging factors.

Targeted and theoretical sampling was used, where the condition was that the respondent had spent at least 1 guest night in a hotel he or she called sustainable in the past two years, meaning he or she had experience in sustainable hotels and was a member of Generation Z from Hungary or Tunisia. Sustainability practices in accommodations are more important to this generation and they prefer to choose such places to stay (Dębski and Borkowska-Niszczota, 2020), so we targeted them to explore our research question. Data were collected in November 2022. The number of statements was 35 and some literature suggests that the number of participants should be about half the number of statements. Despite the small number (15 Hungarian and 15 Tunisian guests) it is acceptable for evaluating the method and exploring different perspectives

(Stainton, 1995; Stergiou and Airey, 2011). Respondents rated the

Table 2. Q-sort (Source: own edition)

-3	-2		-1	0	+1	+2	+3

statements obtained along a quasi-normal distribution according to which ones they completely agree with (+3), which ones are neutral to them (0), and which ones they completely disagree with (-3) (McKeown and Thomas, 1988). The seven-levels distribution shown in Table 2 was used as a basis. Since this is a relative scale, it is also possible that one respondent agrees with all the statements, while no other agrees with any of them, which we can avoid by developing a forced ranking. The essence of the method is that it is based on the ranking of the statements, i.e., where each statement is in relation to the other statements.

**RESULTS AND DISCUSSION**

We first performed a principal component analysis on the data of Hungarians and Tunisians. As a result, 8 factors were obtained in both samples. Only factors with an eigenvalue greater than 1 were retained. There were four factors above 1 in both cases, which means the 4-factor solution may be good. However, there were other requirements as the correlation have to be under 0.5 between factors a minimum 2 opinions have to be in one factor. Based on these, we chose the three-factor solution for the Hungarian and Tunisian sample too (Table 3).

Table 3. Factor matrix of Hungarian and Tunisian guests (Source: own edition)

QSORT	HUN1	HUN2	HUN3	QSORT	TUN1	TUN2	TUN3
Hungarian A	0.5686X	0.0926	0.4857	Tunisian A	0.9377X	0.1997	0.0518
Hungarian B	0.7801X	0.3464	0.2814	Tunisian B	0.1636	0.9748X	0.0312
Hungarian C	0.1919	0.0940	0.8718X	Tunisian C	0.2408	0.9346X	0.0782
Hungarian D	0.8066X	0.1900	0.2538	Tunisian D	0.6615X	0.2407	0.6477
Hungarian E	0.9383X	-0.0148	0.1102	Tunisian E	-0.0287	-0.1072	0.8833X
Hungarian F	0.1774	0.8530X	-0.0500	Tunisian F	0.9377X	0.1997	0.0518
Hungarian G	0.7191X	0.4347	0.1038	Tunisian G	0.1636	0.9748X	0.0312
Hungarian H	0.7569X	0.2771	0.2575	Tunisian H	0.6615X	0.2407	0.6477
Hungarian I	0.7218X	0.3242	0.3411	Tunisian I	0.6615X	0.2407	0.6477
Hungarian J	0.4301	0.5915X	0.3872	Tunisian J	0.3907	0.3834	0.6385X
Hungarian K	0.8801X	0.1948	0.1235	Tunisian K	0.9377X	0.1997	0.0517
Hungarian L	0.8722X	-0.0384	0.0459	Tunisian L	0.1636	0.9748X	0.0312
Hungarian M	0.5101	-0.1260	0.5813X	Tunisian M	0.2408	0.9346X	0.0782
Hungarian N	-0.0926	0.6084	0.6612X	Tunisian N	0.6615X	0.2407	0.6477
Hungarian O	0.7550X	0.1796	0.2282	Tunisian O	-0.0287	-0.1072	0.8833X
% expl.Var.	45	14	16	% expl.Var.	32	34	24
Nbr of people / factor	10	2	3	Nbr of people / factor	7	5	3
Names of factors	<i>Sustainable thinker</i>	<i>Controversially sustainable</i>	<i>Self-interested sustainable</i>	Names of factors	<i>Sustainable at the level of principles</i>	<i>Environmentally sustainable</i>	<i>Unsustainable</i>

**Factor analysis along CSR categories**

First, we summarize the results obtained under each CSR category, highlighting the areas that are more important or less important to the guests, or in which the respondents agreed, and about which each factor has different opinions. In the “responsible attitude” category, Hungarians opinions proved to be environmentally friendly and conscious for all three factors. Most respondents strongly agreed on the importance of an approach to sustainable development in the hotel and the need for hotels to operate in an environmentally friendly circumstances, which shows that they are aware of the impact of hotels on the environment and consider it important to address. Tunisians' opinions were more diverse about this category. TUN1 factor mostly agreed that the hotels they want to visit must have environmentally friendly conditions. TUN2 were neutral about the topic. However, TUN3 mostly disagreed on the necessity of the hotels implementing a sustainable development approach but, at the same time, they'd like to find identifiable CSR strategies, which is a contradictory attitude.

Especially in the “environmental responsibility” category, Hungarians are no longer clearly conscious, but they think in more cases in a sustainable way than Tunisian guests. Both countries' guests are aware that saving electricity contributes to reducing environmental damage, as evidenced by their disagreement with having lights lit in common areas throughout the night or turning on TV in an empty common area. For the most part, they also consider it important to have the possibility to collect waste separately in hotels, which is probably since they also collect waste selectively in their daily lives. In water consumption there are differences in the opinions of the countries' guests. Hungarians unanimously disagreed that the fountains should be open late at night while Tunisians are neutral about it. For Tunisians water consumption reduction in general is important. However, the use of tools, techniques, and solutions to reduce water consumption is already considered less important. All the guests want plenty of hot water in the shower, as these directly affect their personal comfort, which is more important to them than environmental sustainability.

Opinions in HUN1 were most expressed in their opposition to changing their towels and bedding daily, which is an environmentally conscious attitude, as changing every two or three days is the basis for operating in an environmentally friendly and responsible way. Respondents are no longer interested in paper brochures, which shows a positive attitude towards preserving the integrity of the environment.

They more agreed on the use of recyclable and reusable materials in restaurants and bars, which can make a significant contribution to reducing the use of pollutants such as plastics, metal cans and paper. All respondents agree in food waste reduction, however they wouldn't appreciate the reuse of food leftovers, which may shows that in general guests know that less consumption and less usage of the energy and water is necessary for our sustainable future but comparing their comfort the sustainable actions are still not in their daily expectations.

In the category of “responsible products” the opinions were the most different and contrary. Both the Hungarian and Tunisian guests wouldn't like the use of plastic cups and straws in the pool and beach areas even for safety reasons, nor the use of colorful plastic wristbands to determine the type of their hotel stay. neutral but disagreed with the use of (redundant) plastic products. However, insist on the usage of chemicals for cleaning as they don't trust, for example, the pool water to be disinfected and safely cleaned without the appropriate chlorine and chemicals. Only guests in HUN3 and TUN2 appreciate the use of organic food and products.

“Local environment” practices are considered less important by respondents. The issue of hotels having gardens or being surrounded by nature is less important to them than other elements of sustainability. Based on previous statements, we have seen that respondents are aware of the importance of the environment and its preservation, but do not feel the importance of this for the local environment. Guests did not agree that they should not be given information about

Table 4. Factor Q sort values for Hungarian and Tunisian guests (Source: own edition)

Categories	HUN1	HUN2	HUN3	TUN1	TUN2	TUN3
Responsible attitude	+++	-	+	++	0	---
	+++	++	+	++	+	--
	+	+	++	+	0	++
	0	-	-	+	0	-
Environmental responsibility	++	++	+	++	+++	+
	+++	0	+++	+	+++	-
	++	++	+	+++	+++	0
	+++	++	++	0	++	+++
	+	--	0	++	+++	+
	+++	+++	+++	0	+	+
	0	---	---	---	+	---
	+	+++	0	-	+	-
	+	-	++	+	++	0
	+++	0	++	+	++	0
	++	0	-	--	+	--
	++	+	+++	+++	++	++
	++	0	0	-	+++	--
	+	++	--	0	+	---
Responsible products	++	++	--	+++	0	---
	+	--	+++	-	++	0
	++	-	+	---	++	0
	+	--	--	-	+	-
	++	+	0	+++	++	--
Local environment	0	0	-	-	++	0
	0	0	0	0	0	0
	++	+	+++	++	+++	--
Guests' education	+	+++	+	++	++	++
	0	---	--	0	0	-
Equal opportunities	+	+++	-	+	+	++
Local community	++	+	0	0	+	-
	+	+	--	--	+	--
	0	+	-	0	0	---
	0	-	+	++	+	-
Employees' attitude	+	0	0	+	+	-
	+	-	-	++	++	-

Notes: +++ = +3; ++ = +2; + = +1; 0 = 0; -- = -1; - = -2; --- = -3

responsible behavior; i.e., they consider it important that the hotel informs and educates its guests. Training on the topic of sustainability in hotels was more of a rejection, as the word training is perhaps more related to working in people's minds, which is a less attractive program, especially during holidays, which appeared more in Hungarians' opinions.

For the "equal opportunities" category, HUN2 and TUN3 strongly agrees on the importance of facilitating hotel stays for people with disabilities, it is important to have easy accessibility for people with disabilities in all common areas as well as in the rooms. However, all the others are more indifferent to the topic, indicating that they are more interested in their own convenience and in sustainable activities that affect them. For most respondents the "local environment" was more likely to be among the neutral CSR values. Overall, they do not reject or prefer to use local products, which shows that respondents are not yet fully aware of the sustainability benefits of local businesses. Donating to locals as a subsidy for the price of a guest night is not a significant issue for them. Guests less agree with participation in volunteering activities towards the local community with the involvement of guests and hotel staff, which shows that it is not important for respondents to provide a sustainable hotel with the opportunity for action on the part of guests.

In the "employee attitude" category, respondents are on the verge of neutrality and open-mindedness. Meaning that they are happy if hotel employees set a good example for them in terms of sustainable behavior, but do not have a problem if employees don't have a sustainable attitude, or they only help to decide which is more sustainable behavior in the hotel if they are specifically asked. This shows that guests have no expectations from the hotel staff part about it.

### Characteristics, differences, and similarities among Hungarian and Tunisian factors

In addition to the analysis along the categories, it is also worth looking at each factor separately, so we can identify different attitudes. In case of Hungarians according to HUN1, the implementation of a sustainable attitude and approach is the most important thing for a sustainable hotel, and the appearance of responsible activities and products related to the environment is essential. That is why they form *sustainable thinker* opinion group. Overall, for HUN2, the emergence of CSR at the strategic level is less important, but measures to strengthen environmental responsibility are considered important. However, their opinion reflects that they do not consider environmental sustainability measures that directly affect the comfort of guests to be a good direction. However, this factor already considers certain social CSR activities to be as important to the operation of a hotel as ensuring equal opportunities.

The HUN2 was called *controversially sustainable*. HUN3 includes the opinions that are least clear about sustainable hotel CSR initiative. Environmental responsibility is put at the forefront, but the fact that if the guest has to do it for the sake of sustainability, they tend to reject it is stronger. Factor 3 is the *self-interested sustainable* opinion group.

In case of Tunisians, the opinion of the first factor reflects that it agrees in principle with the implementation of sustainability principles in the hotel, but does not clearly choose sustainability solutions in terms of details, which can be described as a *sustainable group at the level of principles*.

The second group of opinions focuses on the environment among the pillars of sustainability, clearly prioritizing environmental values, and are therefore called *environmentally sustainable*. The TUN3 typically thinks exactly against the sustainability values, therefore they represent the *unsustainable group*.

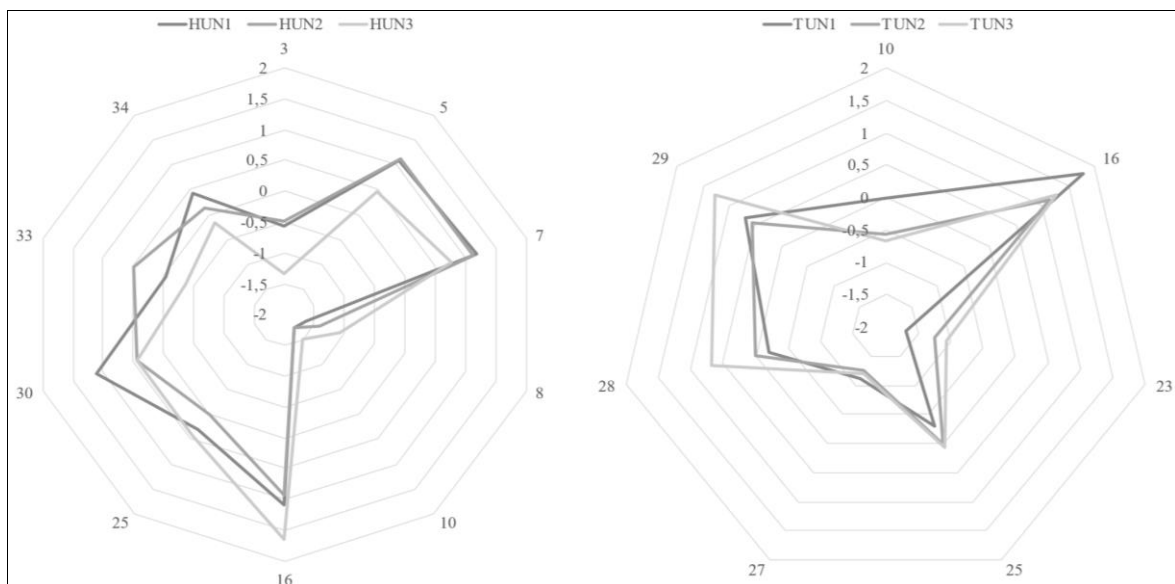


Figure 1. Consensus statements of Hungarian and Tunisian guests (Source: Own edition)

Common points among Hungarian and Tunisian guests tend to show positive or neutral opinions on sustainability (Figure 1), which means that there are more areas where hotels should already be operating in a sustainable way. Hungarians would welcome to see a CSR strategy from the hotel they stay in, they also prioritize energy and water saving aspects, and they expect hotels to follow sustainable principles in terms of waste management and food waste. However, there are attributes that are neutral for them, such as a private garden, local products, local attractions, which

rather suggests that they expect less of sustainable values at the local level, but rather a response to challenges that are also global. Tunisian guests also tend to be uniformly positive on environmental sustainability, while they are more likely to be similar but neutral on social sustainability.

## CONCLUSION

It has become increasingly important for hotels to reduce their negative impact on the environment, while at the same time moving forward on environmental sustainability and operating not only in an environmentally friendly way but also in a sustainable way. As consumers are one of the most important stakeholders in hotels, it is important to incorporate their expectations and preferences into the development of sustainability principles and practices. Hotels that build on their sustainability preferences can increase their competitiveness and have a positive impact on the environment and society.

Our main research questions are:

*What are the sustainability attributes of hotels preferred by guests?*

*What are the similarities and differences between Hungarian and Tunisian hotel guests' preferences for sustainable hotel attributes?*

To answer the question, we used a Q method to show which of the hotels' sustainability practices and attributes identified in the literature are the ones that are preferred by the guests. We could also identify what are the common expectations found, and what different approaches can be experienced between the different opinion groups.

Based on the research of Robinot and Giannelloni (2010), it is worth distinguishing between the attributes that appear as a basic fair for guests and those that are only extra attributes. The essential attributes are those that have emerged as a common point in both countries' opinion groups and that hotels must therefore implement to function as a sustainable hotel. Selective waste collection is the most basic requirement for guests. It is also important that the hotel prioritizes energy savings, uses energy-saving light bulbs and related solutions, and eliminates unnecessary energy consumption, i.e., unplugging unused electronic devices. Water saving is also an important factor, but not all guests agree. It is important not to use or waste water unnecessarily, but also the comfort reduction of guests to achieve this is a contradiction that has appeared in previous research (Manaktola and Juhary, 2007). In connection with this, hotels need to find water-saving solutions that serve guest satisfaction at the same time. The elements related to the social sustainability pillar play just a small important role among sustainability practices. Indeed, only HUN2 opinions support more the findings of Baker et al. (2014). Volunteering and donation are also less important for Hungarians and Tunisians, which may explain these results. However, it is important for a sustainable hotel not only to be environmentally responsible, but also to be holistically sustainable, so it is worth incorporating social considerations, if not as an essential element. Although Generation Z is more open to sustainability practices (Dębski and Borkowska-Niszczota, 2020), just HUN1 and TUN1 expect hotels to have an identifiable CSR strategy. For sustainable thinking hotels, it is worth addressing the issue of sustainability and responsibility at a strategic level as soon as possible for guests and the entire hotel industry.

In the present study, respondents were specifically from Generation Z., however, it would be interesting to conduct the same study with another generation for future research. As the aim of the study was to provide an in-depth representation of the subjective perspectives of guests related to a sustainable hotel, the number of participants was relatively low. Based on these results, in future research, a questionnaire survey on a larger sample would provide an opportunity to generalize the results. The research excluded tourists who stay in an unsustainable hotel, and the inclusion of these tourists in the future may also help to better understand the topic.

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